June, 1991

Rank	Market/Newspaper	State	Daily Circulation	Sunday Circulation	Eff. Date	Inches Per Page	DAILY Pg. Equiv. Rate	DAILY 2 Full Pg. Cost	SUNDAY Pg. Equiv. Rate	SUNDAY 2 Full Pg. Cost	Daily Avg. Issue Audience	Sunday Avg. Issue Audience
1	N.Y. Times	NY	1,209,225	1,767,015	1/91	126	374.00	$94,248	451.00	$113,652	# 2,433.8	3,458.0
2	Los Angeles Times	CA	1,242,864	1,577,425	1/91	129	387.00	$99,846	467.00	$120,486	# 3,455.9	4,484.1
3	Chicago Tribune	IL	741,345	1,131,226	10/90	126	239.00	$75,348	417.00	$105,684	2,037.7	2,917.1
	Chicago Sun-Times	IL	537,780	559,093	3/91	70	187.00	$26,180	187.00	$26,180	1,959.3	2,299.9
4	Philadelphia Inquirer/News	PA	737,378	987,218	1/91	133.5	287.00	$76,629	329.00	$87,843	# 1,889.9	2,652.1
5	San Francisco Chronicle & Examiner	CA	709,939	704,322	5/90	129	255.00	$65,790	260.00	$67,080	1,418.4	1,567.6
	San Jose Mercury News	CA	280,918	338,490	6/91	127.5	92.32	$23,542	106.04	$27,040	670.9	754.4
6	Boston Globe	MA	516,981	798,298	7/91	126	213.00	$53,676	253.00	$63,756	# 1,371.7	1,967.3
7	Detroit News And Free Press	MI	1,104,115	1,215,149	1/91	130.5	366.00	$95,526	393.00	$102,573	2,133.4	2,443.2
8	Dallas Times Herald	TX	210,652	308,448	9/90	126	118.02	$29,741	121.47	$30,334	611.2	878.1
	Dallas Morning News **	TX	412,868	611,716	7/90	126	126.89	$31,976	138.36	$34,892	860.9	1,179.6
11	Akron Beacon Journal	OH	158,725	225,871	1/91	135	68.49	$18,492	90.87	$24,519	377.8	566.6
12	Atlanta Journal & Constitution	GA	518,914	700,739	1/91	127.5	191.44	$48,017	238.35	$60,779	1,038.6	1,461.0
13	Minneapolis Star Tribune	MN	433,237	673,773	1/91	126	162.60	$40,975	199.04	$50,158	980.0	1,332.4
	Saint Paul Pioneer Press	MN	201,860	267,781	9/90	125	77.59	$19,553	88.17	$22,219	445.5	614.6
15	Seattle Times/Post-Intelligencer	WA	447,173	515,347	1/91	135	152.42	$41,153	169.57	$45,784	# 936.2	1,102.2
16	Miami Herald	FL	444,581	553,479	4/15/91	135	238.50	$59,995	263.45	$71,132	# 1,070.4	1,315.4
	Ft. Lauderdale Sun Sent., News	FL	262,011	349,737	10/90	126	163.90	$41,278	192.70	$48,560	519.2	635.6
19	Sacramento Bee	CA	273,344	308,355	*1/91	114	87.20	$19,992	103.32	$23,557	572.6	703.7
20	Denver Post	CO	248,403	413,342	10/90	126	99.00	$24,948	126.00	$31,752	540.5	804.1
21	Phoenix Republic & Gazette	AZ	490,164	599,113	*2/91	129	171.00	$44,118	213.40	$54,954	# 979.9	1,184.9
22	Baltimore Sun	MD	397,041	491,924	1/91	126	160.50	$40,446	175.50	$44,226	# 877.5	1,164.5
23	Hartford Courant	CT	231,167	349,108	1/91	129	137.20	$34,238	168.85	$43,563	# 635.9	808.9
24	San Diego Union/Tribune	CA	396,220	338,754	*1/91	129	101.90	$26,290	104.31	$26,912	888.8	1,049.7
26	Indianapolis Star & News	IN	335,347	416,752	*1/91	132	131.50	$34,716	122.50	$32,340	# 698.6	994.8
28	Milwaukee Journal/Sentinel	WI	324,492	490,198	1/91	129	165.24	$42,632	184.66	$47,642	804.8	977.4
31	Charlotte Observer	NC	238,555	299,491	1/91	135	101.56	$27,421	105.00	$28,350	511.3	712.4
86	Columbia State	SC	145,365	173,638	2/91	126	59.05	$14,881	60.52	$15,251	274.7	350.6
100	Ft. Wayne Jrnl. Gazette/News-Sentinel	IN	118,648	137,691	1/91	132	51.03	$13,472	52.70	$13,913	N/A	N/A
	Toronto Star, Ontario Canada ***		509,665	530,784			12.46	$49,052	10.84	$40,065	N/A	N/A
	TOTAL		13,957,827	17,875,537				$1,306,860		$1,505,596	31,026.2	40,380.2

FOOTNOTES;

* Three Month Average

** - Average daily circ; Mon.- Thur. & Sat. = 400,553, Fri. = 474,444.

*** - Agate line rate. 1,848 lines per page.

\# - Readership from respective 1990 market studies. Except Denver; 1991 Demographic Study, 1989 Product Usage Study.

Sources: ADI Rank: Circulation '91. Rates: SRDS 5/12/91, SRDS 5/91 Canadian Newspaper Vol., Individual newspaper rate cards. Circulation: A.B.C. [illegible] 3/31/91. Readership: Scarborough Mark Res 5/91 Newspaper Study

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